APA Format Brian Leap

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Point of View

Thesis Statement

50’s Fuel

Our need to eat; a staple of life, has developed from a basic need to feed our bodies with the fuel it demands, to an art of fulfilling our taste buds to rich, luscious food and drink. I know for one, that my life revolves around food. When I’m not eating, I’m either hungry, thinking about food, or cooking up food. As Americans, we have made a habit out of food. Unfortunately, the results speak for themselves as there are more obese people out there then ever. I will be talking about specific food staples of the 50s that either got their start then, or hit their all time highs for Americans desires. Food has probably been one of the most important things to Americans in the past as well as today; people always look for faster, easier ways to fill their bellies.

Food in the 50s was just as popular as it is today. What fast food restaurants were around back in the 1950s? Some of the biggest main stream restaurants were born in the 1950s. Everyone loves burgers, and who better to serve up a hot, juicy burger than the king. That’s right, Burger King opened up its first restaurant in Miami, Florida 1954. In this day and age they served up a bread and butter line of items consisting of: burgers, fries, sodas, and milkshakes. Even crazier, people in the 50s only paid a whopping 18 cents each for a burger or a milkshake- o how things have changed! Also, with people getting so run down and tired people thrived for coffee. Who better to serve up a cup of Joe than Dunkin’ Donuts? Dunkin’ is known for their fresh Arabica coffee, made from whole-beans at ten cents a cup. The colonel also made his first appearance in the biz in 1955; Kentucky Fried Chicken got its start. The 50s just seemed to be the time for every genre and ethnicity to introduce their style of food. Always a favorite, Taco Bell was the first Mexican fast food restaurant to open in 1951. Last but not least is the best pizza under one roof- Pizza Hut. This franchise of restaurants was started in 1958 respectfully. The list goes on and on, however fast food wasn’t the only type of food to eat in the 50s. Even though prices for fast food wasn’t top dollar back then, hard working laborers didn’t make an impressing profit either. Food at home helps supplement this dilemma and what better way to have a fast, cheap meal at home. TV dinners were the solution, offering a Thanksgiving meal of turkey, cornbread dressing, frozen peas, and sweet potatoes. Swanson, the inventor, sold 10 million TV dinners in the first year of production, exceeding his expectations by a mile. Ramen noodles being cheap today, was introduced in 1958. Dinners good and all, but you know what they say about being the most important meal of the day, breakfast! Cereal is a popular choice for breakfast, and food companies took advantage of the opportunity. Sugar Pops from Kelloggs originated in 1950. Other cereals that were created in the 1950s were Sugar Frosted Flakes, Sugar Smacks, Trix, Special K, Cocoa Puffs, and Frosty O’s to name a few. Other breakfast items include Tropicana Florida Orange Juice, Eggo Frozen Waffles, and Tang, the infamous Tang.

Food is without question the backbone of our living. From BC days to the times we will live as George Jetson, food will always be the basis of our living. Although I look back upon the 50s era and think that none of the luxuries I have were around then, obviously I was very wrong in making such an absurd assumption. In the 1950s a huge majority of what I feast on today were started, created, and born. Without the inventions of all these tasty treats, we may be living in a day and age where you eat leaves, and fruits. I’m not saying that’s a bad thing; however I am saying that doing so would get awfully old after awhile. We need spice in our life, dare to be different, food is a necessity, an obligation, a must. Why not get the most out of your life and take pleasure and enjoy what you fuel your body with; heck they did it in the 50s!